

Date: 25-Sep-12

TO: Susie Toma  
Cheryl Long

copy: Cedric Thomas  
Jennifer Stewart  
DeAnna Datillo  
Public File

FROM: Dawn Tavoletti

RE: **Political Rebate**  
Candidate: Rothfus  
Week of: 9/17 - 9/23  
Contract Number: 329940 - HL6303960

Dayparts:

Line #	ordered	Length	rate paid	Rate Section	# of spots	LUC	Rebate amount
12	6-7A Mon	:30	\$575	5	1	\$500	\$75

**TOTAL REBATE (Gross) \$75**  
**(Net) \$63.75**



# Billing Adjustment Form

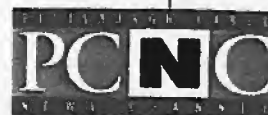
☒ WPXI-TV

☐ PCNC

☐ RTV

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Agency Strategic Media

Write-up Date 9/25/12

Client Pol - Rothfus

Requested By J. Tavoletti

Campaign/Title Congress

Resolution Date \_\_\_\_\_

**Reason:**

Customer Deduction \_\_\_\_\_

Sales Person Error \_\_\_\_\_

Billing Error \_\_\_\_\_

Traffic Error \_\_\_\_\_

Separation/Scheduling Problem \_\_\_\_\_

Late Run \_\_\_\_\_

Other ☒

**Reference:**

Invoice No. \_\_\_\_\_

Invoice Date \_\_\_\_\_

Contract No. 329940

Explanation of Adjustments by Requestor: LUL - per attached

Additional Explanation by \_\_\_\_\_:

GROSS Amount to be Credited: \$ 75

Debited: \$ \_\_\_\_\_

NET Amount to be Credited: \$ 63.75

Debited: \$ \_\_\_\_\_

**ROUTE IN THIS ORDER FOR TRACKING AND APPROVAL:**

1. Account Executive: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

2. Local/National Sales Manager: J. Tavoletti Approved ☒ Date 9/25/12

3. General Sales Manager: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

General Manager (Over \$5000): \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

4. Final Approval: Controller: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

Entered On Spreadsheet \_\_\_\_\_ Entered as done \_\_\_\_\_ Entered in OSI \_\_\_\_\_



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

Strategic Media Placement  
7669 Slogers Loop  
Delaware, OH 43205

## Contract # 329940

**Schedule Dates** 09/05/12-09/18/12  
**Advertiser** Pol/K Rothfus/R/Congress (13160)  
**Agency** Strategic Media Placement (3469)  
**Product** Political - Federal Candidate (1067)  
**Brand** POL/K ROTHFUS/R/CON/PA (130629)  
**Salesperson** Telerep/Washington DC, Washington DC (1040)  
**Sales Office** Telerep/Washington DC  
**Buyer Name** EVERSOLE,WHITNEY  
**Phone/Fax** /  
**CPE** 2649  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** KEITH ROTHFUS 9/5  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 09/04/12  
**Last Modified** 09/07/12  
**Entered By** Jennifer Stewart  
**CO-OP** Yes  
**Headline #** 06303960  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$2,782.50  
**Net Total** \$15,767.50  
**Sales Tax**

**Pittsburgh (WPXI)**  
**By Broadcast Month**  

Spots	Rate
Sep. 2012	30 \$18,550.00
<b>Grand Total:</b>	<b>30 \$18,550.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/05/12-09/06/12	5	:30	5:59A- Channel 11 News Gam				1	1				2	\$500.00	\$1,200.00	Pittsburgh (WPXI)	NEWS 6-7A/1	9/4/12
2.0	Normal Line / Spot	09/07/12-09/07/12	5	:30	5:59A- Channel 11 News Gam						1			1	\$575.00	\$575.00	Pittsburgh (WPXI)	NEWS 6-7A/2	9/4/12
3.0	Normal Line / Spot	09/05/12-09/05/12	5	:30	7A- 8A (EST)			1						1	\$525.00	\$525.00	Pittsburgh (WPXI)	TODAY 7-8A/5	9/4/12
4.0	Normal Line / Spot	09/07/12-09/07/12	5	:30	7A- 8A (EST)				1					1	\$475.00	\$475.00	Pittsburgh (WPXI)	TODAY 7-8A/6	9/4/12
5.0	Normal Line / Spot	09/08/12-09/08/12	5	:30	8A- 10:30A (EST)					1				1	\$275.00	\$275.00	Pittsburgh (WPXI)	SAT NEWS 8-1030A/9	9/4/12
6.0	Normal Line / Spot	09/09/12-09/09/12	5	:30	8A- 10A (EST)							1		1	\$275.00	\$275.00	Pittsburgh (WPXI)	NEWS 8-10A/10	9/4/12
7.0	Normal Line / Spot	09/05/12-09/07/12	5	:30	5P- 5:30P (EST)				X	X	X			1	\$575.00	\$575.00	Pittsburgh (WPXI)	NEWS 5-530P/11	9/4/12
8.0	Normal Line / Spot	09/05/12-09/07/12	5	:30	5:30P- 6P (EST)				X	X	X			2	\$600.00	\$1,200.00	Pittsburgh (WPXI)	NEWS 530-6P/14	9/4/12
9.0	Normal Line / Spot	09/07/12-09/07/12	5	:30	5:30P- 6P (EST)						1			1	\$600.00	\$600.00	Pittsburgh (WPXI)	NEWS 530-6P/15	9/4/12
10.1	Normal Line / Sports-Football	09/09/12-09/09/12	4	:30	6:58P- Football Night In America							1		1	\$3,500.00	\$3,500.00	Pittsburgh (WPXI)	FMA/18	9/7/12
11.1	Normal Line / Spot	09/12/12-09/14/12	5	:30	5:59A- Channel 11 News Gam				X	X	X			2	\$575.00	\$1,150.00	Pittsburgh (WPXI)	NEWS 6-7A/3	9/7/12
12.0	Normal Line / Spot	09/17/12-09/17/12	5	:30	5:59A- Channel 11 News Gam			1						1	\$575.00	\$575.00	Pittsburgh (WPXI)	NEWS 6-7A/4	9/4/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.